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WE ARE RESPONSIBLE FOR THE WORLD

In today's world the importance of the concept of social responsibility is increasing every day. Communities are now aware that citizens have a very important role in achieving social and environmental transformation and the importance of a human-centered development. We now know and accept that changes can be supported and a contribution made to development through a responsible and resourceful civil society. At this point, the perception of volunteerism is spreading rapidly in our country as well as the whole world.

While those interested in social responsibility projects are described as sensitive individuals in society, solving a problem on behalf of society has been one of the most popular matters. Many students and adults have received acceptance from universities and job applications through their social responsibility projects; while companies have enabled their brands to make a difference in the sector with their social responsibility projects.

We, as SosyalBen Akademi, want to educate individuals and institutions to be conscious and sensitive towards society. This responsibility projects should be a lifelong responsibility. By bringing individuals and brands together with the right project, we provide consultancy services in social responsibility projects that will contribute to the personal development, business performance and academic success of individuals and will help brands make a difference. We aim to be a leading consulting company that increases the value and rate of volunteering at the local level while raising professional the world of the future. Come and support the creation of a volunteer society as social individuals with SosyalBen Because, We Are

Because, We Are Responsible For the World.

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Sincerely,

Ece Çiftçi

### ABOUT SOSYALBEN AKADEMİ

SosyalBen Akademi is the second economic enterprise of the SosyalBen Foundation and was established in 2015 by Ece Çiftçi. Social enterprise-based organization SosyalBen Akademi provides social responsibility project consultancy services to corporate companies, educational institutions and students in order to increase the rate of volunteerism in Turkey and create a more livable world. The consultancy provided aims to spread the participation of individuals in volunteering activities primarily through the consultancy provided, and in this context, in order for individuals and institutions to spend their social responsibility hours in the most active, efficient and creative way, a specific social responsibility program is prepared for the individual and institution.



By transferring 45% of the profit share to the SosyalBen Foundation in return for the consultancy services provided, a contribution is made to the sustainability of **social benefit**.



You can visit

www.sosyalben.org for a closer look at the activities carried out by the SosyalBen Foundation.



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SosyalBen Akademi founder Ece Çiftçi was selected as TURKEY'S WOMAN ENTREPRENEUR AMONG 34.000 candidates with the social entrepreneurship model established with SosyalBen Akademi at the Turkey's Woman Entrepreneur Competition organized by Kagider, Ekonomist and Garanti Bank.



SosyalBen Akademi has been invited to a global education conference that brings together the most successful individuals/institutions in the education sector and offers opportunities for learning, networking, and growth. There, it has been selected as one of the 50 most innovative and successful educational models in the education sector and received the GFEL (Global Forum for Education and Learning) award.

### SosyalBen Store

SosyalBen Store, another economic business established to create a budget for the activities of SosyalBen Foundation, is a sales store with various products. All products including various notebooks, umbrellas, mugs, seed pens, phone cases, multi-purpose bags, and tote bags, are designed by volunteers and supporters. SosyalBen Store transfers 35% of its revenue from the products it sells to SosyalBen Foundation for it to reach more children.







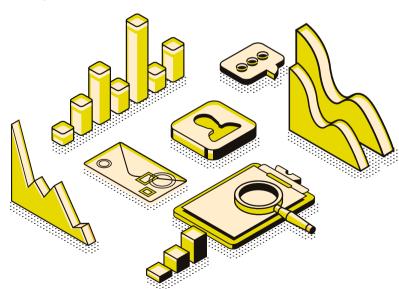


### VISION

We aim to educate professional volunteers in the world of the future; to be the leading institution that carries out the pioneering work that increases the value and proportion of volunteerism in our country.

### MISSION

Our main mission is to educate individuals and institutions to be conscious and sensitive towards society. This is why we believe that social responsibility projects should be a lifelong responsibility. We offer consultancy services in all social responsibility projects that will contribute to the personal development and academic performance of individuals and the corporate identities of institutions.



# SOSYALBEN AKADEMİ SERVICE MODELS



## WHAT DO WE DO? Q

#### SOCIAL RESPONSIBILITY PROJECT CONSULTANCY



# HOW DO WE WORK? Q

#### SOCIAL RESPONSIBILITY CONSULTANCY

SosyalBen Akademi is an institution based on social entrepreneurship that continues its activities with the mission of raising individuals conscious of and sensitive to the problems of the society. In accordance with this mission, it provides social responsibility project consultancy services for the creation, development and realization of the correct social responsibility projects for institutions and individuals. SosyalBen undertakes the role of mentor in creating, planning and implementing social responsibility projects within the scope of the social responsibility consultancy service it provides.

Consultancy services are shaped by different practices for private students, corporate firms, public institutions and educational institutions.



SosyalBen Akademi determines the mission, vision and dynamics of the corporate company it works with, and draws a direction in line with the project area which the institution wants to work in. While creating a social responsibility project that provides the best social benefit for the company; opportunities are created which have a positive influence on the corporate image of the company and volunteering to employees.

SosyalBen Akademi organizes and guides the implementation phase of the social responsibility project, created by including the vision and mission, social needs and employees of the company, from start to finish. Information showing the project details, the visibility of the organization in the process, the activity of the employees and the impact measurements of their belonging within the institution are reported and shared with the authorities of the organization.

SosyalBen Akademi aims to make employees aware of active corporate citizenship through its corporate social responsibility projects.



### Gains of Corporate Firms in the Process of

Social Responsibility Project Consultancy

- Ensuring a positive brand image in the eyes of the community.
- Cultivating employees who act with awareness of active corporate citizenship
- Strengthening the **motivation and loyalty of employees** and ensuring that those who are qualified remain in the institution
- Supporting the personal development of employees
- Increasing the corporate learning and creativity potential of employees
- Strengthening the brand value of the organization

# Social Responsibility Consultancy for EDUCATIONAL INSTITUTIONS

SosyalBen Akademi determines the needs of the educational institution and its students through an introductory meeting with the educational institution that it will provide consultancy services, and creates a semester and/or annual curriculum. In line with the theoretical curriculum prepared separately for the kindergarten, elementary school, middle school and high school groups, it is aimed that students build on the concept of social responsibility and its components with solid foundations. Through the project applications supported by theory during the semester, students get the opportunity to learn social responsibility studies through experience.

In addition to the work carried out with students in educational institutions, a Trainer Trainingprogram has been established in order to ensure sustainability within the institution. With the **Trainer Training Program** prepared for teachers, it is ensured that teachers are adequately equipped in the field of Social Responsibility and are able to **actively respond to the project needs of students**. In order to teach volunteerism and ensure that volunteerism is an awareness adopted lifelong, the presence of teachers who are experienced and conscious about social responsibility in the institution is reflected directly to the student. This awareness imparted to the teacher working in the institution is transferred to the student through the teacher's own lessons during the year through the **service learning system**.



# Gains of Educational Institutions in the Process of Social Responsibility Project Consultancy

- Implementation of age appropriate social responsibility projects **designed for each age group**
- Possibility of receiving project creation training with expert consultant staff
- Support of the personal development of students and teachers
- Opportunity to realize projects both in Turkey and abroad
- Corporate image and positive brand image
- The ability to stand out with foreign universities with social responsibility CV's prepared for students



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## Social Responsibility Consultancy for INDIVIDUAL STUDENTS

SosyalBen Akademi conducts research on the areas and target groups that will make a difference on social problems and civil society while identifying the interests of the students who wish to develop a social responsibility project as individuals. In line with the curriculum prepared by expert advisors, with the 12 hours of theory training given, the student is prepared to produce and realize projects. With the active participation of the student, practical activities and plans are made for the realization of what is learned in theory.

Taking into account the student's interests and abilities, the draft program is prepared for implementation by detailing. Before the project is implemented, the project is detailed with the preliminary stage, what is to be done during the project, and what is to be done after the project, and preparations are made. In all of these stages, students and consultants act together.

Active participation is maintained in each phase of the project, which is managed by the consultant and conducted by the student.



### Gains of Educational Institutions in the

Process of Social Responsibility Project Consultancy

- He/she is entitled to the Social Responsibility CV which he/she can use for domestic and international university applications
- Analyzes the social problems related to the problem and implements the Social Responsibility projects designed specifically for the problem
- He/she gains knowledge and experience regarding the projects he/she wants to implement in the future with the project creation training he/she receives.
- He/she is differentiated from their peers with implemented sustainable and correct social responsibility projects.
- Develops leadership, communication and organizational skills.
- Gains experience in team, crisis and time management and improves him/herself.









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# Social Responsibility Consultancy for **PUBLIC INSTITUTIONS**

Social Responsibility Consultancy for Public Institutions
SosyalBen Akademi works in collaboration with individual
and corporate firms as well as public institutions. It has
carried out and continues to carry out projects with
various governorships and municipalities. The SosyalBen
Akademi, which sets a strategic plan in line with the needs
of the public institution, organizes training for the employees
of the institution regarding the implementation of projects in
line with the strategic plan it has prepared.

SosyalBen Akademi, which is responsible for guiding the project along with the institution during the implementation phase of the project, carries out various assessment and evaluation tests to be able to report the social impact analysis of the project. The report resulting from measurement and evaluation is shared with the project partners and the public. Through the social responsibility education & counselling service that individuals working in publicinstitutions receive, it is aimed for them to better analyze the problems of the society in which they live. Local government, which has increased awareness as a result of this service, can provide more useful and quick responses to the needs of the community it governs. The Local Government designs the evaluation methods of the projects applied in collaboration with the people of the province and can develop itself in determining the projects to be implemented by using appropriate scales that measure the efficiency of civil society projects.



#### Gains of Public Institutions in the

Process of Social Responsibility Project Consultancy

- Contribution to the professional and personal development and competence development of public employees
- Creation of social awareness and sense of responsibility
- A better analysis of the problems of the society which public employees live in and govern
- The ability for local governments to be more responsive to social problems, to respond more quickly to the needs of the society they govern
- To be an example to the society with social responsibility projects
- Ability to establish **better communication with the public** through social responsibility projects





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### SOCIAL RESPONSIBILITY CV

The social responsibility phenomenon, which is a factor affecting academia and career achievements today, greatly affects job and university application processes and plays a role in standing out with institutions. Therefore, at the end of the counselling process, an individual social responsibility CV is created for each student and institution.

SosyalBen Akademi, which is a pioneer in Turkey with the Social Responsibility CV system, **extremely valued worldwide**, help students stand out at the schools they apply to with the Social Responsibility CV which is earned by participants after projects, and has a positive impact on the innovative image of institutions and brands.













SOCIAL INCUBATION CAMP CAMPING FOR COMMUNITY

# VOLUNTARY EXCHANGE PROGRAMS



SosyalBen Akademi has hosted dozens of volunteers in our country thanks to its volunteer exchange program conducted since January 2018 Volunteers from around the world, such as India, England, America, Canada, choose from 3 main programs: (Agriculture & Farming, Childcare & Development, Syrian Refugee Support) and experience volunteering in our country. The duration of the program varies from 1 to 3 weeks at the participant's choice.

SosyalBen Akademi provides a memorable experience in Turkey to volunteers from abroad thanks to its cooperation with domestic and international partners.



#### TRAINER TRAINING

As an institution, we aim to provide teachers and educational institutions with different perspectives and to reflect their increasing awareness to both their institutions and students in a sustainable way through the trainer training we carry out. As a result of the training offered, teachers have a detailed theoretical training in subjects such as "Social Responsibility, Social Entrepreneurship, Social Learning, Project Creation". They will have the chance put the theoretical training in these subjects to practice.

- Contribution to teachers' motivation, positive working environment,
- Ensuring the loyalty of teachers to the institution,
- Supporting the interests of teachers,
- Contribution to integrating social issues into the culture of the educational institution,
- Providing teachers with experience of volunteering
- Transferring the curriculums in their own branches to students in benefit of society with the Service Learning method they have learned
- For teachers to be able to guide and direct students who wish to implement their projects

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#### **VOLUNTEER GUIDE**



The Volunteer Guide Program is based on participants better introducing their cities to children living in disadvantaged areas.

With this project, children will perhaps have the chance to leave their surroundings for the first time and see alternative lifestyles. With the guidance offered by the participants, the social awareness and feeling of belonging of the children who gained and discovered new experiences will increase.



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#### **VOLUNTEER TOURISM**



Volunteer tourism, which is the first in Turkey, has started with the understanding of Voluntourism. Volunteer tourism, which was launched with the aim of recognizing the richness of the regions where volunteer participants reside, and raising cultural awareness, focuses on the concepts of "volunteering with tourism".

Within the scope of the project, participants can experience the culture under the guidance of volunteers while also working as volunteers in activities specific to the region. Volunteer Tourism aims to increase interest in the concept of voluntary work and to enable students to experience life in different regions. It also focuses on the concept of volunteering in tourism, leading to a more sustainable understanding of tourism.

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#### CAMPING FOR COMMUNITY



Camping For Community (CFC), a process in which participants set up camps in a selected region, identify problems in the region and seek solutions, focuses on problem analysis, setting up solution groups, reporting solutions, and implementing phases.

Participants find solutions to problems in different geographies and cultures and have the chance to apply the solution they produce immediately.

With Camping for Community, it is aimed to develop sensitivity, observation and problem solving skills to social problems, to communicate effectively and to have experience in group work.





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### FIELD WORK



The field is the entirety of the work carried out by the participants personally in **disadvantaged areas**. Our fieldwork, which is a different experience for the participants, is perhaps the time when most intensely intertwined with the concept of social responsibility.

During the field time, participants conduct workshops with children under topics such as painting, music, theatre, dance, sports, creative writing, creative drama, and enjoy a fun and productive time.

Participants take part in each stage, such as planning these studies, preparing materials and transferring them to children.

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### SOCIAL INCUBATION CAMP



The Incubation Camp program allows participants to recognize the social enterprise area with daily trips and allows those who want to develop projects in the area.

During the project period, the participants, accompanied by our consultants, look for solutions to their immediate or long-term problems. Through the network and training list we have prepared in advance, participants continue the process with the experts who are suitable for their projects, and through the trainings we will provide, participants receive the appropriate personal development and technical training for the project.





### **REFERENCES**

### **EDUCATION INSTITUTIONS**

























### SCHOOLS OF OUR INDIVIDUAL STUDENTS

















### **PUBLIC INSTITUTIONS**













### **CORPORATE FIRMS**

















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